

Lomax & Co in Tissue and Hygiene (Serbia)

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Abstracts

Positioned as a company that offers good-quality products at affordable prices, the strategic direction of Lomax & Co is to extend its LMX brand portfolio to other tissue and hygiene categories and continue with its distribution business, which was its primary area of operation prior to 2004. Taking advantage of its own distribution network, the company plans to extend its distribution throughout the retail channel. Long-term plans of the company are to expand its operations abroad, starting...

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